

The Effects of Mobile Service Quality and E-Recovery Service Quality on E-Satisfaction in Bukalapak Application Users

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Abstract--The purpose of this study was to find out how much influence the quality of mobile-based services and the recovery of electronic services to the satisfaction of users of the Bukalapak trading application. The research uses descriptive methods and the method of verification with the population are consumers who have shopped with the Bukalapak buy and sell application represented by 200 respondents. The analytical method used is Rank Spearman correlation, coefficient of determination, and t test with a significance level of 5% with the use of IBM Statistics 24 SPSS software. The results showed that mobile service quality contributed to the effect of e-satisfaction by 60.84% and e recovery service quality contributed 43.03% to e-satisfaction. Some aspects that can be of concern are companies need to review and pay attention to speed in responding to complaints from consumers and allowance to users of the Bukalapak application as a sign of apology for the inconvenience of malfunctions of the application.

Keywords--Mobile service quality, E-Recovery service, Satisfaction, Bukalapak.

I.INTRODUCTION

Bukalapak is an online marketplace that allows anyone to put their stalls or businesses to reach the expected sale and purchase transaction. In 2017, Bukalapak has more than 1.5 million “pelapak” with various product categories. In 2019 Bukalapak stated that they were ready to strive to provide the best service to customers including by offering several payment options, daily cashback, services and guarantees provided to consumers. In addition, the quality of the website and application will be the priority of Bukalapak in providing quality User Shopping that is more user friendly.

Table 1: Comparison of Bukalapak Features with Competitive E-Commerce.

E-Commerce	Quality of Information	Pay with Virtual Payment	Payment via Minimarket	Shipping
Bukalapak	✓	✓ (FUND)	✓	✓
Lazada	✓	×	✓	×*
Tokopedia	✓	×	✓	✓
Shopee	✓	×	✓	✓
BliBli	✓	×	✓	✓

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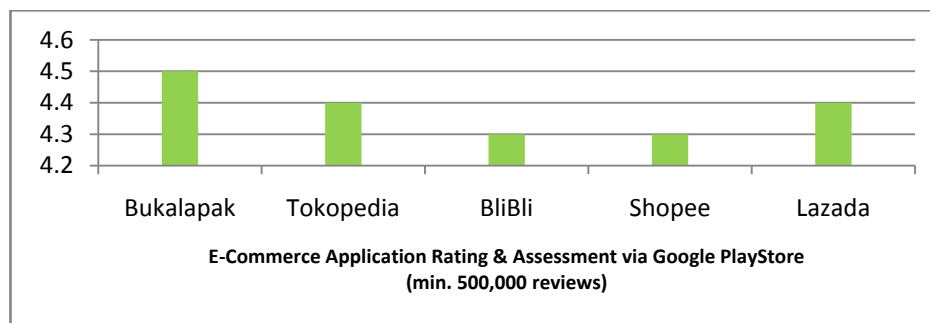
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Based on the comparison between Bukalapak and its competitors such as Lazada, Tokopedia, Shopee and BliBli, Bukalapak will find several advantages, including:

1. Quality information is important to be applied by m-commerce companies because what is seen by users for the first time is the existence of clear and accurate information.
2. Payments using electronic money become a new transaction standard for m-commerce. This is done so that transactions can be done quickly and safely.
3. Payment through stalls / minimarkets is very important to do as an alternative transaction considering that not all users understand and even worry if there is a failure to transact through electronic money and it is safer to use traditional transactions through stalls / minimarkets.
4. The product delivery process must be known by consumers through a tracking system (tracking system) on its application so that it makes it easier for users to know the status of shipping products, and can meet the timeliness of delivery.

So based on the above explanation it can be concluded that Bukalapak has many advantages over these four aspects. Bukalapak's only innovation that became a pioneer and has not been implemented by its competitors is an integrated payment system with digital wallet (e-Wallet), namely FUND. This innovation is expected to provide payment options to make buying and selling transactions easier at Bukalapak quickly, safely and comfortably. (tribunjogja.com, 2018).

In order to provide a service to customers, the company based on the application will start its competition in terms of quantity and quality of applications that can be seen from the reviews and ratings on one of the application distribution platforms, namely Google Playstore. The review of the app can be seen in Figure 1 and Figure 2 below:



Picture 1. M-Commerce Rating Rating via Google Play Store in 2019.

Sources: Google Play Store & App Annie, 2019

From the data in Figure 1 shows that Bukalapak has the highest rating when compared to its competitors as listed above. This can be interpreted that the application downloader judges that Bukalapak has better service quality compared to its competitors. (Katadata.co.id, 2018).

Bukalapak received several national and international awards including Bukalapak winning the 2017 Tangrams Awards which is one of the prestigious international awards. Bukalapak successfully won an award in the category of M-Commerce company in 2017 for one of its campaigns entitled Hero of Creative Economy. The campaign activity was carried out in the success of Bukalapak developing innovations in the site services and mobile applications of Bukalapak which can increase the footprint of 2 million people to reach the network of the Bukalapak community reaching 80 cities and 130 regions in Indonesia. (Marketeers.com).

In the activity of shopping online it is very possible to experience obstacles that have an impact on the level of satisfaction of its users. Then electronic service recovery activities need to be carried out to respond to the emergence of complaints experienced by consumers. In order to maintain customer satisfaction, Bukalapak provides services such as BukaBantuan which are expected to be able to assist consumers in overcoming problems that occur during, while and after transacting at Bukalapak. From this activity, BukaBantuan won the 'The Best Contact Center 2018' award from the Indonesia Contact Center Association. With the award, Bukalapak is expected to improve their services. They realize that a technological and humanist approach is very important in providing good service. (Kontan.co.id).

With Bukalapak's achievements, the innovation made in providing features to his mobile application as well as providing good services to transact at Bukalapak and serving consumer complaints, turned out to be inversely proportional to the performance of M-Commerce service company competition, in fact Bukalapak is one of the Unicorn companies in Indonesia still have not been able to boost their position in the Top Brand Award ranking which is often a reference in assessing the performance of a brand that can be seen below:

Table 2: Comparison of Ranks 'Online Shop' in 2017 and 2018.

MEREK	TBI2017	TBI2018
Lazada	28,9	31,8
Tokopedia	18	18,5
Shopee	13,4	14,7
Bukalapak	6,8	8,7
BliBli	1,2	8,0

Based on table 2 above, it can be seen that in 2018 Bukalapak experienced an increase in TBI of 1.9%, from 6.8% in 2017 to 8.7% in 2018. The result was that TBI increased but seeing the rank of Bukalapak still occupying 4th place, meaning that the efforts made by Bukalapak still cannot meet the expectations of its customers compared to its competitors.

The data is supported by complaints / complaints experienced by Bukalapak users through the following news articles:

1. Mobile Apps and the Bukalapak Website often experience server down / maintenance so consumers through social media feel upset about the incident. This matter
2. Abuse of Bukalapak's cashback which caused a loss of Rp. 70 million. The mode is carried out by 3 people, the one with a lapak account who has many fake Bukalapak accounts and the rest acts as different consumers. The fake pawner sells products, such as laptops, cellphones, and others that appear on the picture, but when sent there is only a packet of coffee. They make use of cashback vouchers in order to benefit from the transaction. (tribunnews.com, December 23, 2018)

So, based on the explanations above. We need to feel to conduct research to provide a comprehensive picture of how much influence the quality of mobile-based services and the recovery of electronic services will have on the satisfaction of users of the Bukalapak trading application.

II. THEORETICAL BACKGROUND

II.I. Effects of Mobile Service Quality on E - Satisfaction

M-Service Quality as a derivative of E-Service Quality. However, M-Service Quality is considered as a new stand-alone method and separate from E-Service Quality because it has several unique characteristics. The characteristics of M-Service Quality are more similar to e-Service Quality than Service Quality characteristics, because customers will use Mobile Service based on their interaction with the screen of the gadget device they use (Jun Yeon Heo, *et al*, 2017).

M-Service Quality characteristics have significant differences, so it is required to create a separate scale to measure M-Service Quality. This scale is needed because mobile-based technology creates a new platform in the field of service. The measurement of the quality of mobile services is done in response to the need for a better understanding of other variables in the context in question. As a result, each study defined e-service quality differently and viewed from a relatively narrow perspective (Eugenia, *et al*. 2015).

The importance of service quality especially in mobile services needs to get special attention, because when consumers experience delays in receiving responses, termination of connections without clear reasons, lack of accessibility, and poor security, consumers will stop using these mobile applications (Ozer et al, 2013, Saudi et al., 2018) but on the contrary, if the mobile application service has all the aspects described above in a good and fast manner, it will affect consumer satisfaction and consumers will use the mobile application service every time as a sign of loyalty.

Some dimensions of M-Service Quality, such as connection quality, reliability, user interface, and security, are also considered in measuring E-Service Quality but based on different perspectives. M-Service Quality provides attractive business opportunities for modern companies, and M-Service Quality is the key to increasing customer

satisfaction and increasing company competitiveness in the mobile-based business market (Jun Yeon Heo et al, 2017).

II.II. Effects of E - Recovery Service Quality on E - Satisfaction

Service recovery can be interpreted as the company's passive strategy for increasing customer satisfaction. Service recovery activities are actions that must be taken by the company in response to obstacles or failures in its service activities to customers. Failure or malfunction in the application of M-Service Quality can occur by companies, especially in M-Commerce service companies (Kuang Wen-Wu, 2011).

Failure in the service process can be experienced by any company. Failure in service occurs when the quality of service received and perceived by consumers is not appropriate or does not meet customer expectations. When consumers experience dissatisfaction with the application of mobile services due to various factors, the company requires the restoration of internet-based services as part of a solution to address consumer complaints and is expected to provide comfort, safety and ensure customer satisfaction (Holloway and Beatty, 2003).

Widiatmika (2017) explains that the quality of recovery of internet-based services is one of the significant determinants of customer satisfaction, loyalty and retention. Online services such as m-Commerce, m-Banking, e-Commerce, and other e-banking services will require recovery services where quality is expected to provide solutions to customer complaints that are expected to generate a sense of satisfaction from customers. This is supported by (Yi-We Fan et al, 2010), when consumers receive responses quickly, they will have higher satisfaction and customer satisfaction and are very willing to return to the same e-Commerce for future purchases.

To ensure that the service recovery performance is running well, it is necessary to take measurements periodically by using three dimensions of e-Recovery Service Quality measurement, namely Responsiveness, Compensation and Contact (Jonathan, 2013)

II.III. Hypothesis Formulation

Based on the description above, the hypothesis that can be taken in this study are:

H1: Mobile Service Quality has a positive effect on E - Satisfaction

H2: E - Recovery Service Quality has a positive effect on E - Satisfaction.

III. RESEARCH METHODS

The method used in this study is descriptive and verification and testing hypotheses. The population in this study is Argo Parahyangan Railway Passenger. The analytical method used is descriptive analysis, Spearman Rank correlation, coefficient of determination, and t test with a significance level of five percent using the help of IBM Statistics 22 SPSS software.

IV. RESULTS AND DISCUSSION

The purpose of the study is to find out how much influence the quality of mobile-based services and the recovery of electronic services to the satisfaction of users of the application of the buy and sale of Bukalapak, then in this study the results of questionnaires will be conducted.

Table 3: The Correlations Result of Rank Spearman.

Correlations				Mobile Service Quality	E-Recovery Service Quality	E-Satisfaction
Spearman's rho	Mobile Service Quality	Correlation Coefficient		1,000	,743**	,780**
		Sig. (1-tailed)		.	,000	,000
		N		200	200	200
	E-Recovery Service Quality	Correlation Coefficient		,743**	1,000	,656**
		Sig. (1-tailed)		,000	.	,000
		N		200	200	200

E-Satisfaction	Correlation Coefficient	,780**	,656**	1,000
	Sig. (1-tailed)	,000	,000	.
	N	200	200	200

Based on the results of the Spearman Rank correlation in table 3, the correlation coefficient value of 0.780 is obtained which indicates that Mobile Service Quality has a high relationship with E-Satisfaction. Positive correlation values indicate that the relationship that occurs is in the same direction. Where the better the M-Service Quality will be followed by the higher E-Satisfaction.

After knowing the level of relationship and direction, it is necessary to examine how much influence the Mobile Service Quality has on E-Satisfaction as much as using the coefficient of determination. Thus the coefficient of determination can be calculated as follows:

$$Kd = (rs)^2 \times 100\%$$

$$Kd = (0,780)^2 \times 100\%$$

$$Kd = 60,84\%$$

From the results of the calculation above, it can be seen that the coefficient of determination obtained is 60.84%. This shows that Mobile Service Quality contributes to E-Satisfaction of 60.84%, while the remaining 39.16% is a contribution from other variables not examined. While in the framework of hypothetical testing, the value of tcount (10.473) > table (1.653) H1 is accepted, meaning that Mobile Service Quality has a positive and significant effect on the E-Satisfaction of users of the Bukalapak trading application.

Based on the results of the Spearman Rank correlation calculation in table 2, the correlation coefficient value of 0.656 is obtained. This means that E-Recovery Service Quality has a high relationship with E-Satisfaction and a positive correlation value that indicates that the relationship that occurs is in the same direction. Where the better the E-Recovery Service Quality will be followed by the higher E-Satisfaction.

After knowing the level of relationship and direction, it is necessary to examine how much influence the E-Recovery Service Quality has on E-Satisfaction by using the coefficient of determination. Thus the coefficient of determination can be calculated as follows:

$$Kd = (rs)^2 \times 100\%$$

$$Kd = (0,656)^2 \times 100\%$$

$$Kd = 43,03\%$$

From the results of the calculation above, it can be seen that the coefficient of determination obtained is 43.03%. This shows that Mobile Service Quality contributes to E-Satisfaction of 43.03%, while the remaining 56.97% is contributed by other variables not examined. Whereas in order to test hypotheses, the value of tcount (8.925) > table (1.653) can show H2 is accepted, meaning that E-Recovery Service Quality has a significant positive effect on E-Satisfaction in shopping at the Bukalapak trading application.

V. CONCLUSIONS AND SUGGESTIONS

Mobile Service Quality contributes to E-Satisfaction of 60.84%. This is very reasonable because every business activity based on digital will rely heavily on applications as a means of connecting between the company and its customers. When an application that provides good digital services will create a condition that makes it easier for users to interact buying and selling easily in the digital market. In an effort to improve the quality of mobile services, based on the results of the study, there needs to be more attention to the speed of application managers in responding to complaints from users by adding customer service and utilizing social media as a communication tool in response to user complaints.

E-Recovery Service Quality contributed 43.03% to E-Satisfaction. This is that customer satisfaction will depend on the actions of the company in following up on any mistakes that occur in the customer service process. Errors are very likely to occur due to various factors such as a system that is declining, user traffic to the BukaLapak application is high and high so that the impact on the slow service process and other things that are felt will bring inconvenience even though it was anticipated beforehand. One additional effort that can be done is to impose allowance to users of the Bukalapak application as a sign of apology for the inconvenience of malfunctions of the application.

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